IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims in accordance with the following:

1-100. (CANCELLED)

101. (CURRENTLY AMENDED) A point management system having a computer on a store side configured to manage service points issued to <u>a customer</u>~~customers~~ based upon <u>the</u> customer's transactions, and connected via a <u>public</u> network to a customer terminal ~~on a customer side~~ <u>owned by the customer</u> for performing transactions by <u>a</u> <u>the</u> customer, comprising:

a point issuing ~~part~~ <u>unit of the computer</u> on the store side configured to receive a customer transaction information from the customer terminal ~~on the customer side~~ <u>owned by the customer, </u>~~for issuing~~<u>and configured to issue</u> the service points based upon a customer transaction;

a customer database on the store side configured to store current cumulative points in relation to ~~each~~<u>the</u> customer:

a point accumulation ~~part~~ <u>unit</u> on the store side, connected to the point issuing ~~part~~<u>unit</u> and the customer database, configured to update points in the customer database based upon current cumulative points and the service points issued by the point issuing ~~part~~<u>unit</u>;

a customer identification ~~part~~ <u>unit</u> on the store side configured to receive a customer identification information for a connection to the point management system from the customer terminal ~~on the customer side~~<u>owned by the customer</u>, and configured to identify the customer so that a customer transaction can be performed by the customer; and

a point sending ~~part~~ <u>unit</u> on the store side, regardless of the customer's request for sending points, configured to send the customer's current cumulative points stored in the customer database to the customer terminal on the customer side <u>owned by the customer</u> via the <u>public</u> network after identifying the customer and prior to performing the customer transaction by the customer, and

where the point issuing ~~part~~ unit is located separately from the customer terminal owned by the customer receiving the customer's current cumulative points after said identifying [[of]] the customer.

102.   (CURRENTLY AMENDED) A point management system having a computer on a store side configured to manage service points issued to a customer~~customers~~ based upon the customer's transactions, and connected via a public network to a customer terminal ~~on a customer side~~ owned by the customer for performing transactions by ~~a~~ the customer, comprising:

a point issuing ~~part~~ unit of the computer on the store side configured to receive a customer transaction information from the customer terminal ~~on the customer side~~ owned by the customer and configured to issue the service points based upon a customer transaction;

a customer database on the store side configured to store current cumulative points in relation to ~~each~~ the customer;

a point accumulation ~~part~~ unit on the store side, connected to the point issuing ~~part~~ unit and the customer database, configured to update points in the customer database based upon current cumulative points and the service points issued by the point issuing ~~part~~ unit;

a customer identification ~~part~~ unit on the store side configured to receive a customer identification information for a connection to the point management system from the customer terminal ~~on the customer side~~ owned by the customer, and configured to identify the customer so that a customer transaction can be performed by the customer; and

a point sending ~~part~~ unit on the store side, regardless of the customer's request of sending points, configured to send the customer's current cumulative points stored in the customer database to the customer terminal ~~on the customer side~~ owned by the customer via the public network after identifying the customer and prior to performing the customer transaction by the customer, for displaying the customer's current cumulative points to the customer through the customer terminal ~~on the customer side~~ owned by the customer, and

where the point issuing ~~part~~ unit is located separately from the customer terminal owned by the customer receiving the customer's current cumulative points after said identifying [[of]] the customer.

103.   (CURRENTLY AMENDED) A method performed by a point management system having a computer on a store side for managing service points issued to a customer~~customers~~

3

based upon the customer's transactions, and the point management system connected via ~~the~~ public network to a customer terminal owned by the customer ~~on a customer side~~ for performing transactions by ~~a~~ the customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal owned by the customer ~~on the customer side for issuing the service points based upon a customer transaction~~;

issuing, on the store side, the service points based upon the customer transaction information;

updating ~~points~~, on the store side, points based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to ~~each~~ the customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal ~~on the customer side, and identifying the customer so that a customer transaction can be performed by the customer~~ owned by the customer; ~~and~~

identifying the customer based upon the customer identification information to perform a customer's transaction by the customer;

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal owned by the customer ~~on the customer side~~ via the public network after identifying [[of]] the customer and prior to performing the customer transaction by the customer, and

where the issuing of the service points is implemented at a location separate from the customer terminal owned by the customer receiving the customer's current cumulative points after said identifying of the customer.

104. (CURRENTLY AMENDED) A method performed by a point management system having a computer on a store side for managing service points issued to ~~customers~~ a customer based upon the customer's transactions, and the point management system connected via a public network to a customer owned by the customer ~~terminal on a customer side~~ for performing transactions by ~~a~~ the customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal owned by the customer ~~for issuing the service points based upon a customer transaction~~;

issuing, on the store side, the service points based upon the customer transaction information;

updating ~~points~~, on the store side, points based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to ~~each~~ the customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal owned by the customer ~~on the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and~~

identifying the customer based upon the customer identification information so that a customer's transaction can be performed by the customer;

sending on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal owned by the customer ~~on the customer side~~ via the public network after identifying the customer and prior to performing the customer transaction by the customer for displaying the customer's current cumulative points to the customer through the customer terminal owned by the customer ~~on the customer side~~, and

where the issuing of the service points is implemented at a location separate from the customer terminal owned by the customer receiving the customer's current cumulative points after said identifying of the customer.

105.　(CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system having a computer on a store side for managing service points issued to a customer~~customers~~ based upon the customer's transactions, and connected via a public network to a customer terminal owned by the customer ~~on a customer side~~ for performing transactions by ~~a~~ the customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal owned by the customer ~~on the customer side for issuing the service points based upon a customer transaction~~;

issuing, on the store side, the service points based upon the customer transaction information;

updating ~~points~~, on the store side, points based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in

5

relation to each the customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal owned by the customeron the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

identifying the customer based upon the customer identification information to perform a customer's transaction by the customer;

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal owned by the customer on the customer side via the public network after identifying the customer and prior to performing the customer transaction by the customer, and

where the issuing of the service points is implemented at a location separate from the customer terminal owned by the customer receiving the customer's current cumulative points after said identifying of the customer.

106. (CURRENTLY AMENDED) A computer readable medium having a program stored therein to cause a point management system having a computer on a store side for managing service points issued to customers a customer based upon the customer's transactions, and connected via a public network to a customer terminal owned by the customer on a customer side for performing transactions by a customer, comprising:

receiving, on the store side, a customer transaction information from the customer terminal owned by the customeron the customer side for issuing the service points based upon a customer transaction;

issuing, on the store side, the service points based upon the customer transaction information;

updating points, on the store side, points based upon current cumulative points and the issued service points, in a customer database on the store side that stores cumulative points in relation to each the customer;

receiving, on the store side, a customer identification information for a connection to the point management system from the customer terminal owned by the customeron the customer side, and identifying the customer so that a customer transaction can be performed by the customer; and

identifying the customer based on the customer identification information to enable a

6

customer's transaction to be performed by the computer;

sending, on the store side, regardless of the customer's request for sending points, the customer's current cumulative points stored in the customer database to the customer terminal owned by the customer~~on the customer side~~ via the public network after identifying the customer and prior to performing the customer transaction by the customer, for displaying the customer's current cumulative points to the customer through the customer terminal owned by the customer~~on the customer side, and~~

~~where the issuing of the service points is implemented at a location separate from the customer terminal~~ receiving the customer's current cumulative points after said identifying of the customer.

107. (PREVIOUSLY PRESENTED) The point management system according to claim 101, wherein said sending is executed without requiring receipt of a request for the customer's cumulative points from the customer and in response to said identifying of the customer.

108. (PREVIOUSLY PRESENTED) The point management system according to claim 101, wherein said sending is executed independent and separate from performing of the transaction and in response to receipt of said customer identification information.

109. (CURRENTLY AMENDED) A computer-implemented method for performing a point management, comprising:

receiving, via a computer, transaction information from a terminal of a customer for issuing service points based on a customer transaction;

updating, via a computer, points of the customer based on current cumulative points and the issued service points including one of adding interest points according to the cumulative points using a predetermined rate;

identifying the customer to enable the customer transaction without requiring the customer to physically visit a store; and

sending, regardless of the customer's request for sending points, the current cumulative points after identifying the customer and prior to performing the customer transaction by the customer.